G. N. KURUC, Jr. #1240 Senior Chain Accounts Manager 400 Raritan Center Parkway Raritan Center Edison, NJ 08837 908-225-4774 Fax 908-417-9076

July 19, 1995

To: All Divisions With Shop Rite Stores Supplied by Wakefern Food Corporation

RE: <u>Wakefern Food Corporation</u> <u>Price Plus Strategy- August</u>

Listed below is the Price Plus Program for the period August 6- September 2.

- ⇒ DORAL \$2 (entire period)
- ⇔ Kool \$ 4 (Aug. 6-20)
- ⇒ Philip Morris All Brands except Marlboro \$2 (August 6-13)

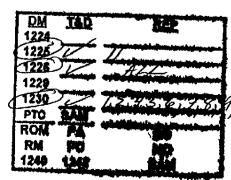
Based on the above information, please ensure that your Sales People handle the following when contacting Shop Rite Stores during the period Aug. 6-20:

- 1. Ensure that Shop Rite Price Plus signs for DORAL are placed.
- 2. Coupon all SALEM Brand Styles at a \$ 4.00 rate to combat the Kool buy down.

In the coming months I will keep you updated regarding competitive Price Plus Programs.

If you have any questions, please advise.

Regards,
Nick
G. N. Kuruc, Jr.
Gk
cc: M. A. Young
L. O'Connor



9,10,11,12,13,14,15